



PRESS RELEASE
For immediate release

Ski Bromont unveils its new identity : redesigned name and logo

Bromont, September 21, 2015 – It is with great pride and a sense of excitement that Charles Désourdy, President and CEO of Ski Bromont, and his team are officially launching a new corporate name and logo. After celebrating its 50th anniversary in 2014, the resort was ready to look to the future with a modernized identity. Ski Bromont will now be called « *Bromont, montagne d'expériences* », to showcase the full scope of its products and activities with a single name. Its sister corporation, Ski Bromont Real Estate, will also be adopting the new identity and will be known as *Bromont Real Estate*.

Promoting Bromont's attributes

The new tagline « *montagne d'expériences* » is very meaningful. It refers to the land management knowledge and expertise that goes back three generations. For 50 years now, the ski resort has been an engine for economic growth in Bromont, a city that has developed around the mountain.

“ The diversity and sheer size of our skiable terrain on seven slope sides make Bromont unique in the region. In addition to this major asset, we have always capitalized on several factors to ensure our success and sustain our expansion: guaranteed ski conditions both day and night, innovative, cutting-edge snowmaking and trail maintenance, and affordability, “ Charles Désourdy explains.

The meaning behind the new logo

The central « M » design of the logo represents the four summits of the mountain – Brome, Spruce, Pic du Chevreuil and Soleil – and is now the emblem of « *Bromont, montagne d'expérience* ». The graphic design of the two lowercase « o's » on either side of the « M » depict the sun and the moon in reference to the resort's offering of day and night skiing. The summer and winter concept is illustrated in the colours used : navy blue for cold, red for hot.

The choice of colours is meant to depict timeless character immune to passing trends and years.

Other projects are also in the works right now and will be introduced before the start of ski season. These include the launch of a new, more user-friendly website and the renovation of the service areas at the Main Chalet.

About « *Bromont, montagne d'expériences* »

The mountain is a four-season destination that features multiple activities all year long. Featuring 7 unique slope sides and a wide selection of day and night trails, Bromont is the largest skiable terrain in North America, with 143 trails and glades – 99 of them lit. In the summer, the Water Park offers over 20 water and land activities. From May to October, 42 km of mountain bike trails are accessible for riders of all levels.

-30-

Source: Caroline Dumeste
Marketing and Communication Advisor - Ski Bromont
rp@skibromont.com